**NEW PRODUCT LAUNCH
PLAN TEMPLATE**

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| **TASK TITLE** | **TASK DESCRIPTION** | **ASSIGNED OWNER** | **DUEDATE** | **TASK STATUS** |
| MARKET ANALYSIS | Evaluate market potential and value |   |   | Not Started |
| Conduct a competitor analysis |   |   | In Progress |
| Define target audience |   |   | Complete |
| Task 4 |   |   | On Hold |
| Task 5 |   |   | Overdue |
| AUDIENCE PERSONAS | Create customer surveys |   |   | Needs Review |
| Conduct phone and in-person interviews |   |   |   |
| Collect data from web and social analytics |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| PRODUCT PRICING | Outlining business goals |   |   |   |
| Analyze competitor pricing |   |   |   |
| Determine costs |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| MARKET POSITIONING | Define your unique value proposition |   |   |   |
| Create positioning statement |   |   |   |
| Finalize messaging framework |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| GO-TO-MARKET STRATEGY | Define sales strategy |   |   |   |
| Create marketing plan |   |   |   |
| Complete GTM template |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |

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| SALES ENABLEMENT | Develop training content |   |   |   |
| Conduct training sessions |   |   |   |
| Create email templates |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| INTERNAL COMMUNICATIONS | Create communications plan |   |   |   |
| Create shared storage location |   |   |   |
| Collect feedback |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| EXTERNAL LAUNCH | Complete a crisis plan before launch |   |   |   |
| Follow marketing plan |   |   |   |
| Inform stakeholders about any issues |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| METRICS | Monitor performance of marketing channels |   |   |   |
| Determine cost per acquisition by channel |   |   |   |
| Evaluate website and customer analytics |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |
| POST-LAUNCH FEEDBACK | Distribute post-launch customer survey |   |   |   |
| Complete win/loss interviews |   |   |   |
| Hold a post-launch review |   |   |   |
| Task 4 |   |   |   |
| Task 5 |   |   |   |

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